

## **A study on social development through Google Infill Project in Bangladesh**





Inspiring Excellence

**BUS 400**

Internship Report Submission

Date: 14 January, 2018

Prepared for

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Internship Report on Google Infill Project

## Letter of Transmittal

14 January, 2018

Tanjina Shahjahan  
Lecturer  
BRAC Business School  
BRAC University

Dear Madam,

It is a pleasure for me to submit the report written on my learning and experiences from Frontdesk Bangladesh (FDB). Being a student of marketing major, I always felt the necessity of having some practical exercise of what I have learnt in theory. During my internship I felt this need even more as I faced the practical dimensions of the real world. I am grateful that you provided me all the necessary support to make my journey more significant.

Lastly, I would like to thank you for giving your valuable time in helping me out at various stages during this internship.

Sincerely,

Imrul Kayes  
ID: 13304104

## ACKNOWLEDGEMENT

I would like to thank all who helped me during my internship report preparing. I am very grateful to my internship supervisor for her continuous guidance henceforth. It was of extreme help to me. I also gratified for all the times I seek advice from her and she answered with patience and perseverance. In addition to this, her requirements for the report made it mandatory for me to seek contacts externally, which proved to be very rewarding. I am also grateful to **Frontdesk Bangladesh (FDB)** team for continuously supporting me by providing information. I would also like to thank the Project Manager and Ops Leads for their assistance. I am also grateful to other co-workers of Frontdesk Bangladesh who always supported me with every kinds of information I needed.

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## Executive Summary

Frontdesk Bangladesh (FDB) a leading consultancy agency of our country is working with lot of projects as their supporting hand. Google Infill Bangladesh is a project of Google map, the purpose of which is to update the map with business information and verifying the existing locations.

Throughout the report, I tried to explain how Google Infill Bangladesh is making a difference in social development of our country. Step by step description of how the whole project works is given along with some examples and references for clear understanding. Also, I explained my part as an intern during the internship period. While explaining this I also added my recommendations that might help the project to develop further.

As we go deep, we will find a short survey report with supporting graphs and numbers to have a clear understanding about my findings. It will also help us to understand whether this project has any impact on social development and what else can make the project more beneficial for the greater benefit of the society.

## **Chapter 1: Organization Part**

### **1.1 Introduction**

People know Google as a multinational technology company who are specialized in providing internet related services and products. Directly or indirectly people are getting beneficial from the world most trustworthy brand. Moreover Google is providing some amazing facilities, for example, Advertising, search engine, enterprise services, consumer services, web-based services, software, hardware and other services like google API, Google Wallet, Google Shopping Express, Auto draw and so on. Google is updating its own services so fast that people sometimes believing that without google internet is useless. In February 8, 2005 Google launched Google map which is known one of the most successful web mapping service in the world which offers satellite imagery, street maps, 360 degree panoramic view of street, real time traffic condition and route planning for traveling people who uses foot, car, bicycle, and other public transportation for one place to another place.

The Google Infill Project is running under the Business Process Outsourcing in Bangladesh. Frontdesk Bangladesh Have a contract with the giant company Google for completing this project successfully in Bangladesh. World famous multinational IT Company Cognizant Supporting IT services for this project. Both Google and Cognizant are certifying that Frontdesk Bangladesh has been authorized to collect business information in the city of Bangladesh.

### **1.2 Organization Background**

Frontdesk Bangladesh (FDB) is a full management consultancy offering focused expertise in human resource management. The firm promised to delivers comprehensive human resource solutions and service national wide. The firm is always ready to deliver the service according to client demand and they are always ready to give the best.



We inform, design and execute a wide range of consulting & outsourcing solutions that helps enable clients to cultivate talent to drive organizational and personal performance and as well as growth.

We help at all levels of your organization to secure growth, profitability, and performance. We help you manage your workforce at every step of the employment life cycle for better business results. From talent evaluation, leadership assessment, performance and compensation management to workforce planning, we support your HR strategy. We have programs and tools that identify, engage, reward, develop and motivate your people to work to their highest potential. Together, we ensure your business is in good hands, now and in the future.

### **1.3 Services provided by Frontdesk Bangladesh (FDB)**

Here are some services that are provided by FDB:

- **Professional Placement**

Everyone wants to Hire Talented and efficient employee but if they fail it becomes an expense that very few only can afford. Today's work place is much more challenging than before. Employee has to be fast as well as professional in their field. According to

Frontdesk Bangladesh (FDB), "the leader in Professional Placement is comprised of recruiters who have built a reputation of excellence throughout Bangladesh". Managing Director of FDB added that, "With strong values, collaboration and a culture of excellence, we strive to be the best rather than the biggest".

#### **Industry Experience**

- FMCG
- RMG & Textile
- Chemicals
- Oil & Gas
- IT & Software
- Heavy Industry– Steel & Fertilizer
- Bank & Financial Institute

- Health & Hospitality
- Logistics – Ocean & Air

- **Business Process Outsourcing (BPO)**

Out Sourcing can play a vital role for developing a countries structure specially a developing country like Bangladesh. Skilled Human resources are the key elements for practicing out sourcing. Find out proper skilled employee it's not so easy, sometimes it's very complex as well as costly. FDB is always being with you and believe that, "Let us handle the complexity of human resources of your Company". Google Infill Bangladesh is a kind of BPO service that is provided by Frontdesk Bangladesh.

### **Our Strength**

- Lower expenses for Human Resources staff, infrastructure, and technology
- Human Resources teams freed up to focus on more strategic tasks
- Improved overall global operations through streamlined processes
- Lower exposure to risk and compliance regulations

### **Our Experience**

- Nationwide Sales Team Management
- Nationwide Trade Marketing Team Management
- Nationwide Brand Promoter Management

- **Professional Employer Organization (PEO)**

If you want to retain the day-to-day control over how you manage your employees, a standard professional employer organization like FDB handles the HR management and benefits administration, including:

Provide expert advice from a trusted HR Business Partner who is dedicated to helping your organization proactively manage your employees, and make the right business decisions about benefits. Frontdesk Bangladesh included that, “FDB provides integrated services to effectively manage critical human resource responsibilities and employer risks for clients. A PEO delivers these services by establishing and maintaining an employer relationship with the employees at the client’s worksite and by contractually assuming certain employer rights, responsibilities, and risk”.

### **Our Experience**

- Factory Worker Services Management – Permanent and Temporary
- Short-term project Management through Volunteer Services – 2000-4000 HR
- Airport Cargo Operation Services Management

- **Strategic HR Consulting**

Under the HR consulting planning:

### **Strategic Compensation and Reward Planning**

- Compensation Survey
- Benefit Management Plan
- Job Evaluation and Grad structure
- Employee Opinion Survey

### **Compliance & Policies**

- HR Handbook
- Labor Law Compliance Legal Services
- Industrial Relationship Legal Service
- WPPF – Workers Profit Participation Funds Management
- Factory Working Environment Standard Audit

## **HR Admin Support**

- Back office Management for Small Size Companies
- Employee Record File & Service Book Management

- **Learning Interventions**

Frontdesk Bangladesh believes that their prime role is to identify client's needs, as well as develop an action plan and facilitate change to enhance the success of your organization. They also claimed that, their management, human resource, and training services are designed to improve productivity, efficiency and communication and employee morale".

They divided the training and development under some sub- sector:

- Functional Training
- Team Building Training
- Soft Skill Development Training
- Leadership Training

- **Knowledge Process Outsourcing (KPO)**

Knowledge Process Outsourcing is completely a new concept in Bangladesh. Frontdesk Bangladesh is actively using this concept for local and international clients. FDB is always ready to provide proper services and solutions for the enterprisers to achieve their business goal. They are capable to increase your productivity as well as help to accelerate new innovation that's helps to bring your organization as a new dimension.

## **Our Experiences**

- Telecommunication & Banking Sector
- CRM
- Royalty Program Design

- Health Care
- Market Development
- Sales Data Management
- Reporting And Analysis

Frontdesk Bangladesh is also providing a list of job offer for the vacancies in their own website. So that people can easily see all the information that are provided and drop their CV here by simply one clicking.

## JOB OFFER

List Of All Our Vacancies

Sl No.	Position	No. Of Vacancy	Location	Last Date of Submission	Learn More
1	Assistant Manager-Tax	1	Dhaka	10 November, 2017	<a href="#">Post Your CV</a>
2	Business Development Assistant Manager	1	Dhaka	2 November, 2017	<a href="#">Post Your CV</a>
3	Digital Services Manager	1	Dhaka	25 October, 2017	<a href="#">Post Your CV</a>
4	Office Services Manager	1	Dhaka	24 October, 2017	<a href="#">Post Your CV</a>
5	Training & Development Sr. Executive	1	Dhaka	13 November, 2017	<a href="#">Post Your CV</a>
6	Patrolling Facilitator	1	Khulna	5 November, 2017	<a href="#">Post Your CV</a>
7	Factory Manager	1	Dhamrai,Dhaka	20 October, 2017	<a href="#">Post Your CV</a>
8	Brand Manager	1	Dhaka	21 October, 2017	<a href="#">Post Your CV</a>
9	Senior Creative Artist	1	Dhaka	20 October, 2017	<a href="#">Post Your CV</a>

### 1.4 Company Values

- Respect
- Leadership with integrity
- Commitment
- Team work & dedication
- Passion

### 1.5 Mission

The mission of Frontdesk Bangladesh is to be the quality service leader of comprehensive human resource solutions.

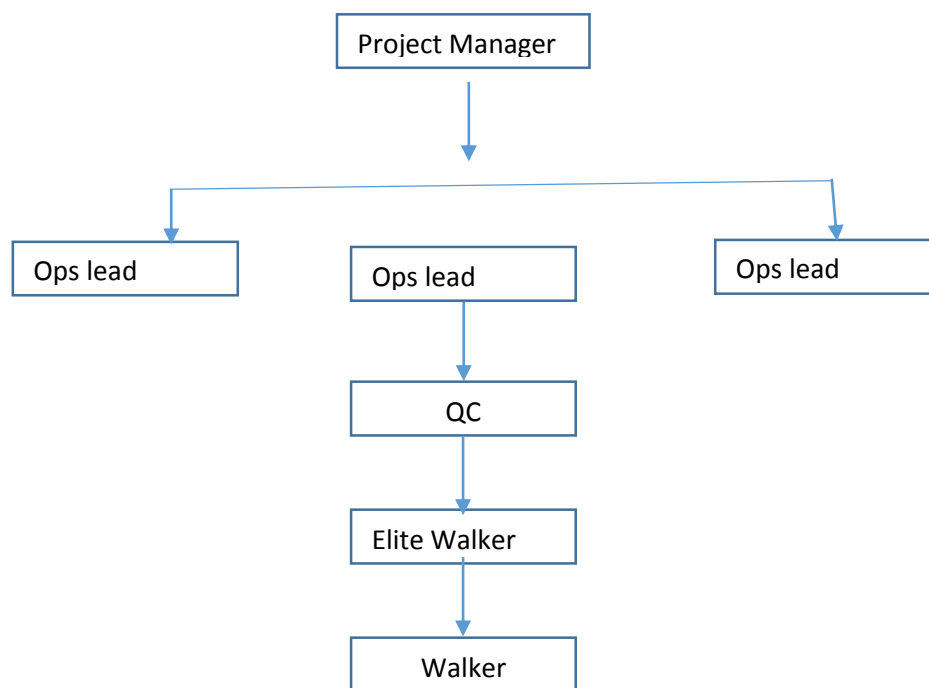
### 1.6 Vision

Become the Human Resources Solution providers for clients and associates on our three key principles:

1. Professional Placement: Match qualified professionals with quality companies

2. Temporary Staffing (HR BPO): Provide Labor Law compliant services to clients by matching right skill set with interiority and value
3. Professional Employer Organization (PEO): Become a dedicated HR management and benefits administration partner to our clients

### 1.7 Organogram of the project Department



#### **Project Manager**

A project manager is the person responsible for accomplishing the project objectives. For Google Infill project in Bangladesh Project managers have the responsibility of the planning, procurement and execution of a project. Key Responsibilities:

- Developing Project plan
- Managing Communication
- Managing the project team
- Managing Project risk

- Managing Project Schedule
- Managing Project Budget
- Managing Project Conflict
- Managing Project Delivery

### **Ops lead**

An operations manager plays a senior role which involves overseeing the production of goods and/or provision of services. Operations manager's job is to make sure that an organization is running as well as it possibly can, with a smooth efficient service that meets the expectations and needs of customers and clients. In this project Ops lead deal with the every aspects of the project and have to submitted daily report of the project performance to the project manager as well as the Country manager.

### **Walker QC**

In simple word QC's duty is to check the walker's listing and send report to ops lead. Not only that if QC found any mistakes, they are ready to solve it. They have to make sure that 99.99% data are correct.

- Visit shops for which listings are collected
- Check for coverage and correctness of listings collected
- Validates each attribute collected by the walker
- Provide Feedback to Ops lead/meta QC to approve/reject batch of listings

### **Elite Walker**

Elite Walker does the same work as normal walker does but additionally they are appointed as team leader. They have to maintain group productivity as well as solving others walkers problems if they have. Elite walker has to submit a daily report to the ops lead. And if they have faced any problem they have to inform ops lead as an emergency basis.

## **Walker**

Walker is the person who collects data from the business center or from the field. All the project success depend on the accuracy of walker because if the walker done mistakes again and again it really creates a big problem for the QC and Ops lead to maintain the daily activity. This Google Infill Project Started in Dhaka and later on others district will be covered. So, here they divided Dhaka in to two parts, south and north. 24 walker's works for north and 48 walkers works for south.

## **Roles of Walker**

- Visit Shops, Offices or any Business related entity.
- Collect Business Data
- Upload Data Collected
- Daily reporting to Ops lead

## **1.8 Key Responsibility as an Intern**

As an Intern I am taking responsibilities of walker and later according to performance I have been promoted as elite walker. I have to deal with various tasks on daily basis. This includes:

### **Collect business information**

My primary job is to collect information from the business center and shop. I have to collect 50 listing every day. This includes some basic information's that are required to add them as new listing.

### **Verification**

Those shops or Business centers that already exist in Google map, my job is to verify them by examine their proper name, location, contact number and other information they already provided. I have to send them "verification code" by Google verifier apps so that they have the power to customize their own business.

### **Attributes that needs to be checked**

I have to collect all information that are necessary for Google map including adding business name ,location setting, contact information, category and web sites, business hours.



## **Trained Fresher's**

Sometimes individuals are chosen as new walkers. So they need to be trained up and these people are sent to me for a 3-4 days training .so that they can be familiar with the company rules and regulations.

## **Team leader**

There are six walkers in my team. I have to maintain team productivity as well as maintain the whole team. Maintaining productivity is much more challenging because you cannot show the same performance every day, problems can happens. So here, as a team leader I have to distribute the work among the team members to maintaining healthy productivity

## **Helping Walkers**

If walkers face any kinds of problems, they are requested to share their problem as soon as possible because as an elite walker it's my duty to solve others walkers problem.

## **Communicating with Ops Lead**

Instruction comes from ops lead. So for every issue I have to connected and communicated with the ops lead. For example, I have to send group update to the ops lead every day.

## **Communicates with walkers**

Every day I have to communicate with the walker, so that I can know about their location, plan, productivity, working condition and other details.

## **1.9 Learning Reflection**

I had to collect 50 listings everyday which was a hard task for me at the beginning. However, with the passage of time I learned proper allocation of time and the importance of punctuality to complete my assigned task. Definitely, this will create a value to my life. Also, I had to lead a small team of 6 people which increased my leadership skill and managing capability.

Since, my key responsibility was to enlist new businesses information therefore my convincing power started to increase and dealing them became easier for me as I discovered some tips and tricks of dealing clients.

## Chapter 2: Project Analysis

### 2.1 Origin of the report

We know, Google is working with different aspects of our life. Specifically, Google infill projects engage with Google map mapping. Previously, Google map dealt with mapping the area only. Later on, they took the project of infilling the information precisely with as much details as possible with a view to impact peoples social life. Therefore, the target of my report is to study the implementation of the whole project and its impact on social development.

### 2.2 Purpose of Google Infill Project

In the year 2014, Google with the help of technology introduced google street view in Bangladesh which was a clear up gradation of their existing google map. Later on, they realized the importance of business information which needs to be included along with the location. As a result, google infill project started its journey *in the mid of this year*. The purpose of this project is to collect business information along with all possible details of the commercial sites. This includes:

#### **-Business name**

To enlist the exact name of the business/organization which help us to identify that particular business/ organization.

#### **-Location**

In this section, we need to set a marker. While setting the marker, we make sure that the marker is given exactly in the middle of the structure.

### **-Category**

At first, we identify all the related categories of the business and then we add them all to make it easier for the people to locate their destination.

### **-Contact details**

In this part, we collect contact numbers of the business. In case, the organization/ business fails to provide the contact details they don't get eligible for new listing.

### **-Business hours**

Business hour includes business opening and closing time along with business closing day or any optional information related to this.

### **-Taking pictures**

We collect pictures in six different categories. Namely: Store front, Identity, Indoor, Menu, Info and business card.

### **-Website**

If the business has any website then our task is to include that as well.

These are the steps we follow during new listing. Other than that, we also do verification. Verification serves the purpose of checking the existence of the business. To make sure the location enlisted in the map was accurate and information provided was appropriate. After passing these steps, the owner of the business will be given a verification code using which they will get the authority to customize their business information as well as to claim the originality of their existence.

## 2.3 Objectives

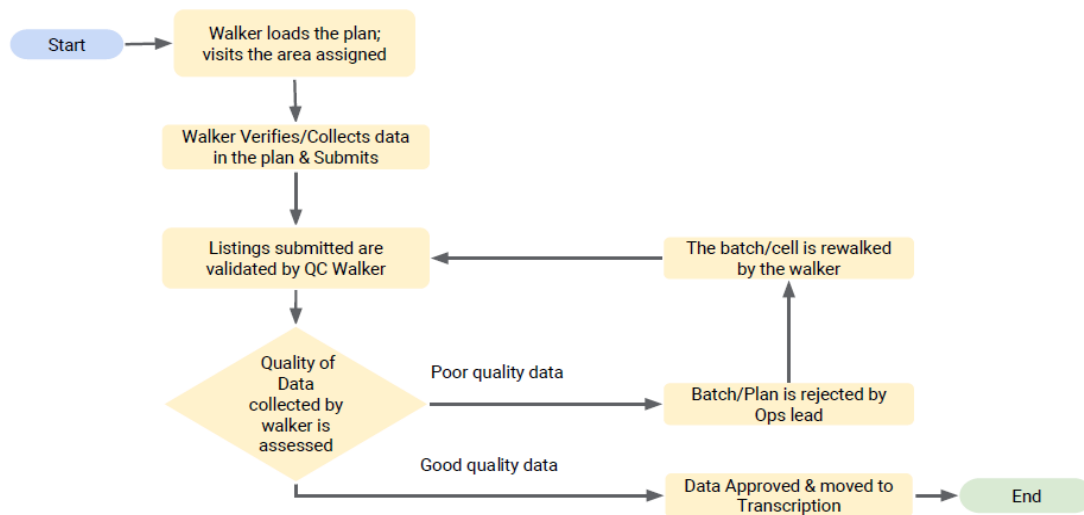
The objectives of the topic are to find out:

- The strategies Google Infill project is following for proper implementation.
- The struggles they are facing while implementing the strategies.
- How this project create impact on the overall social development of the mass people.

## 2.4 Flow chart of the on field operation life cycle

This flow chart shows the field work that is needed to complete the project.

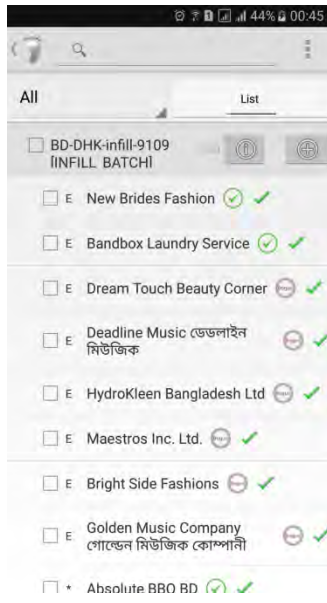
### Flow chart of the on field operation life cycle



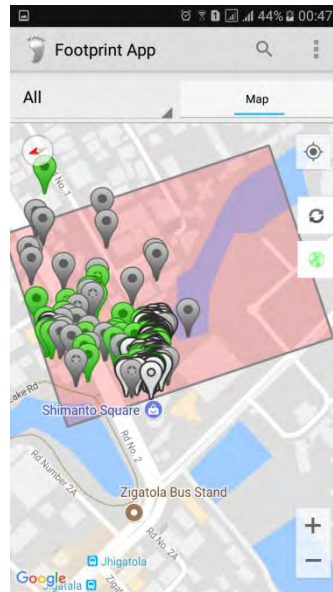
At First, A plan name is assigned for the walker by the Ops lead. Walker needs to fetch the plan. When walker load the plan generally the software show both maps as well as satellite views for better understanding. Walker needs to visit the assign area. Then they can collect the business data and also verifies the existing listing. When walker submitted their listing and completed the plan, QC is waiting to evaluate the data that is collected by walker and send the report to the ops lead. If they found poor quality data the plan/ batch is rejected by ops lead and the batch/cell is reworked by the walker and again QC check the data after Completing the plan. But if the walker generate good quality data, then the data approved and moved to transcription.

## 2.5 Footprint App

Footprint App is developed by Google. Only you can find this app in play store if you have the authorize Gmail account, otherwise you cannot find the app in play store. This app is specially design for Google infill project to collect business information as well as verify existing listing. In the Footprint app walkers are able to see the plan both in Map view and Satellite view.



Footprint App



Map View



Satellite View

## 2.6 Daily Productivity

The walker have to ensure the daily productivity of 50 listing and they have to follow a ratio of 3:1 that's means if walkers collects three new listing they have to collect one verification. So according to collect 50 listing they have to collect 35 new listing and 15 verification for maintaining daily productivity.

## 2.7 Project Target Listing for Dhaka city

According to the contact they have to collect an estimated 350,000 listing (250,000 new listing + 100,000 verification) only for Dhaka city. When they will covered Dhaka city properly then they are starting the same project in another city in Bangladesh.

## 2.8 Limitations

Some of the major limitations are mentioned below:

- Most of the information of Google projects are confidential. Therefore, I don't have the permission or authorization to use these.
- Secondary data's were not available as per requirement. Therefore, I had to collect primary data's which was time consuming and hard nut to crack.

## 2.9 Marketing Strategy

### **Geographical segmentation**

Google Infill Bangladesh covers the target segment market according to Geographical segmentation. They started their project in Dhaka because it is the capital of bangladesh.later they have a plan to cover other big cities like Chittagong, Khulna Rajshahi and others.

## 2.10 Methodology

### 2.10.1 Data type

Data used in this report are mostly primary. This is because, Google infill project is a very new project of this type launched recently in our country. Therefore, no existing articles or journals are available in the current time.

### 2.10.2 Sources of Data

#### *Primary Source*

Most of the data are collected directly from the official source and practical experience.

#### *Secondary source*

As a reference to some data, secondary sources like journal articles are used.

### **2.10.3 Data collection technique**

#### *Questionnaire*

A structured questionnaire was used to conduct the survey.

#### *Online survey*

Most of the cases, the respondents were given online survey link to participate in the survey. This method was convenient for both interviewer and respondent.

### **2.10.4 Research Design**

#### *Sample size*

There were 60 respondents. The target audience includes every aspect of people who owns a business/organization. Therefore, it was not always easy to access them as they remain busy during peak hours.

#### *Sampling techniques*

Simple Random sampling techniques were used because my target was to collect information from them who already are taking the service of Google map.

### **2.11 Problem statement**

Google Infill Project while implementing their strategies goes through several kinds of problems. First of all, decision making power which is centrally controlled by the higher authorities of India. For that reason, sometimes the whole process flow gets interrupted and slower than usual.

Every walker needs to work on the basis of polygon. A polygon means an area which can be further divided into sub areas. For example, Uttara is a polygon where Rajlaxmi, Jashim Uddin are sub areas which are also known as plan.

During working for any plan or sub area; walker needs to face some difficulties which includes traffic, distance etc. These obstacles make the task harder and time consuming for the walker to complete.

Another mentionable obstacle is to deal with the clients of locally restricted area. For example: Bihari camp where you can't enter and collect information according to your sweet will. You

have deal with many difficulties while entering and collecting data's from them. High security area like cantonment area can be another example of this type. This is because, you are not allowed to take any picture or use any modern device without their permission.

When a walker finish listing their plan they need to inform their ops lead about it and wait for a new plan to work with. However, ops lead doesn't have the authority to provide new plan instantly. They need to communicate with higher authorities of India and collect new plan which makes the process slower and less efficient for all the parties.

## 2.12 New Service Development Process for Google Infill Project in Bangladesh

For Developing Google Infill Project in Bangladesh I am considering the whole process in two parts. One is Front end planning and other is implementation.

### Front End Planning

Front end planning (FEP) is an essential and valuable process that helps identify. It also referred to as pre-project planning (PPP)

- **Business Strategy Development**

At this part project name and details are introduced. A formal board review for clearance is needed for further Instruction.

- **New service Strategy Development**

New service strategy development is important to identify whether the new service is contradictory or complementary of Google Infill Project's Vision. Important Attributes should be disclosed here. For example:

- Team
- Cost
- Time

- **Idea Generation**

Necessary meeting is needed to develop the idea as well as sharing new development ideas so that best idea is chosen.



- **Concept Development and Evaluation**

In this part Authority decided their objectives and their project outcome target. For Google Infill Bangladesh project Primary target was decided to collect 350000 listing in Dhaka city (250000new listing + 100000 verification).

- **Business Analysis**

In this part project feasibility analysis is used to assess the strengths and weaknesses of a proposed project and present directions of activities which will improve a project and achieve desired results.

## **Implementation**

- **Service development and testing**

In this part Google have to deal with the Bangladesh Government for running this project in Bangladesh. So they need proper documentation/licensing/registration for starting the project.

- **Market testing**

This part is called pilot testing/soft launching. This soft launching conducted in order to evaluate feasibility, time, cost, adverse events, and effect size (statistical variability) in an attempt to predict an appropriate sample size and improve upon the study design prior to performance of a full-scale research project. Some of the area/ small area is chosen for soft launching in the project. For example: A small group of people is working in Jamuna Future Park area.

- **Commercialization**

This part is called hard launching. When soft launching is successfully passed, they officially started the project with full coverage.

- **Post introduction Evaluation**

After submitting all the report final certification is need for Bangladesh Government.

### **2.13 Consumer Response toward Service Failure**

A service failure, simply defined, is service performance that fails to meet customer s expectations. By providing the same service No one can show 100 percent success rate for a company or a project. Some of the people might be unhappy due to service failure. For example, with an emergency basis a person needs pharmacy at night. Person search Google map for assistance to find nearby pharmacy location. He /she found a pharmacy on map but when go to the actual place he /she found nothing. Another story might be a person who following Google map while driving, map shows a road but actually It docent exit.so there are different reason for service failure. Let's see what happened when a service failure is occurred.

When someone facing some service failure due to some dissatisfaction or negative emotion. They decided to go for Complain action or taking No action. Under complain action they can choose,

#### **Complain to Provider**

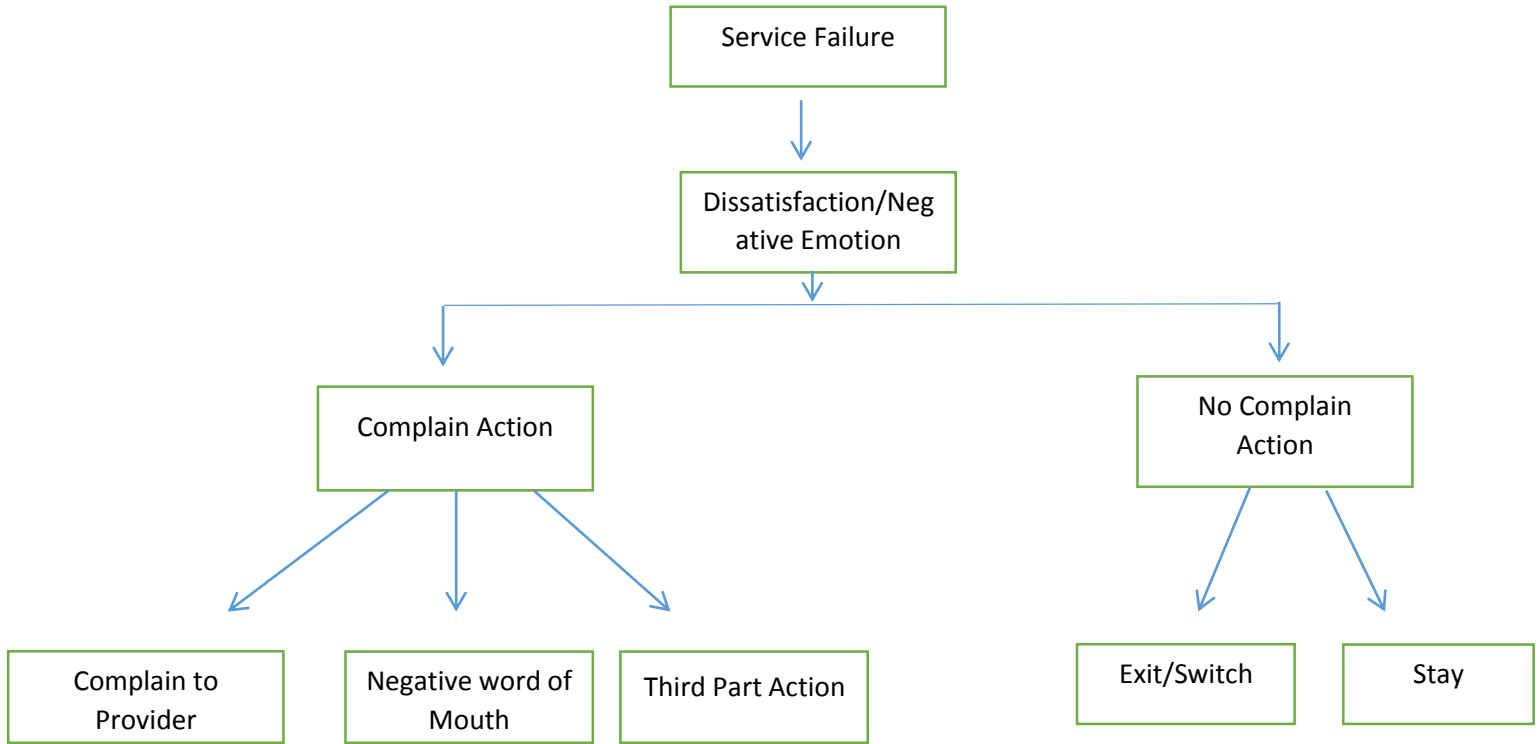
This is the good way for generating an official complain. But in our country Google Do not have direct access because they don't have permanent office in Bangladesh. So people can mail there official support center but it not so effective for our country.

#### **Negative word of Mouth**

Negative word of mouth initially starts with two or more people discussing a bad consumer experience face-to-face, over the phone or online via blogs, review sites, social networks, forums and chat rooms. On the other hand, negative word of mouth can severely damage or even destroy a business.

## Third Party Action

Sometime they can complain to the third party so that action can be taken.



### 2.14 Impact on Social Development

For direct and indirect purpose we are using Google map but some companies are totally dependent on Google map. They are bringing some new services for social development. For example: Uber, Pathao, Sam etc.

Apps like Uber, Pathao calculate distance, fair, customer's location and many other details using google map. Without the help of Google map, it wouldn't be possible as it is now. The accurate and error free service of Google map made it happen for those apps to conduct their activities smoothly and easily. These companies are totally changing our lives through new innovation and services. Youths of our country are getting new jobs as this kind of new opportunities are

increasing. Many of them are planning to start their own business based on Google map service. Others are working as a part time/full time employee under those organizations.

Traffic Update is a new service from Google Map in Bangladesh. This feature shows live traffic condition in colors. So that people can choose alternate road to reach their destination.

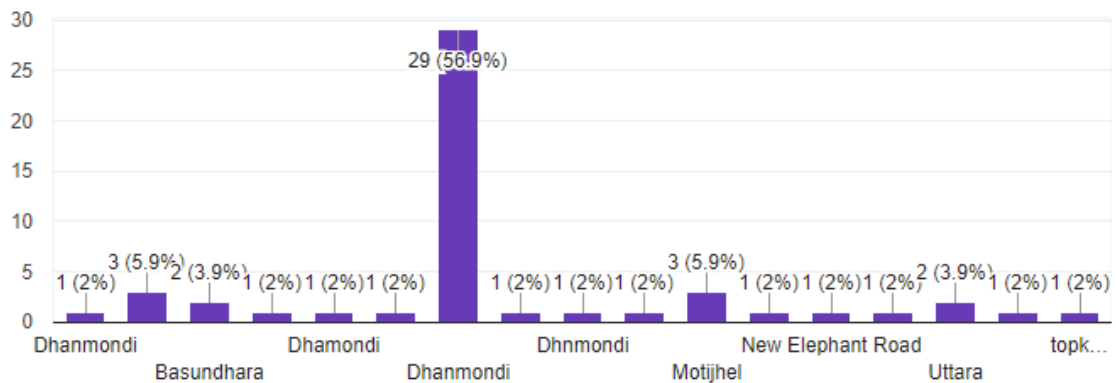
Other than this kind of businesses, people are also using this service to review a business or location. Based on those reviews, customers are increasing in many cases.

### Chapter 3: Survey Analysis

Different attributes is chosen for preparing the survey.

#### Location

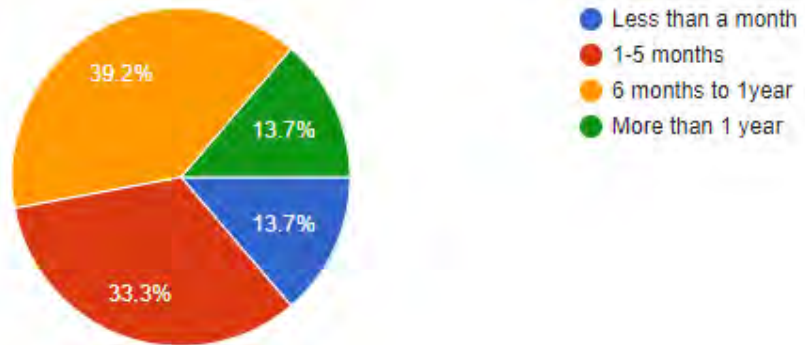
51 responses



Business Information is collected from different location. As I am recently working in dhanmondi so most of the information is collected from this area, that's why 56.9% business is from Dhanmondi.

## How long have you been using Google map service?

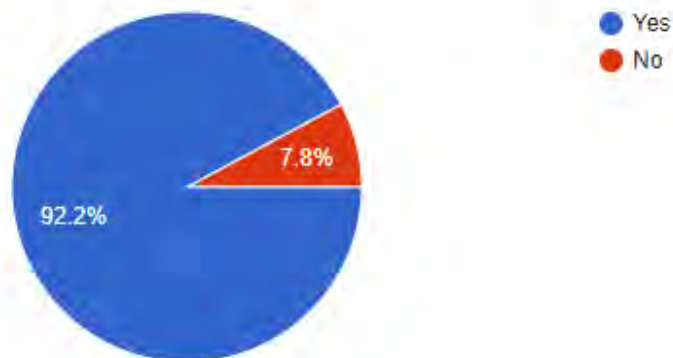
51 responses



When we are frequently asking people how long they have been using Google map. Most of the people around 39.2% says that from 6month to 1 year they followed Google map.

## Are you getting any benefit from the service?

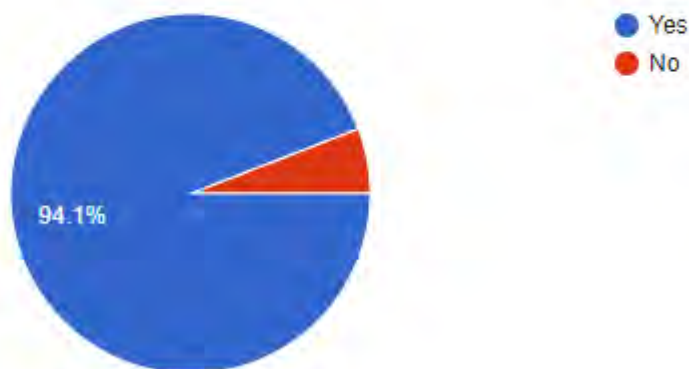
51 responses



This Graph Clearly Indicate that people is getting benefited through Google map. 92.2% people believe that.

Do you think Google map service has any impact on social development?

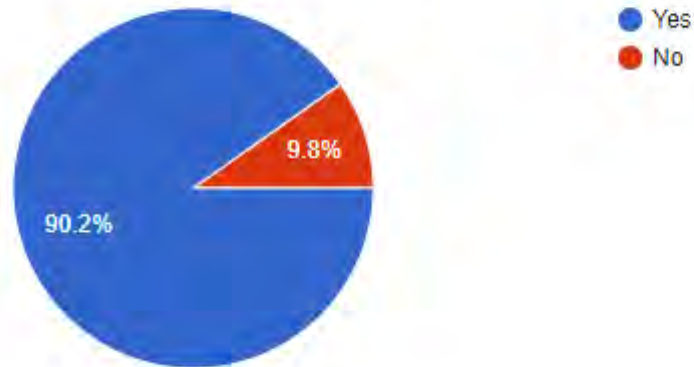
51 responses



91.1% people believe that Google map creates positive influences in society. For that reason people are using Google map .Day by day new feature are coming so that people can get updated.

## Do you think it is creating any impact on your business?

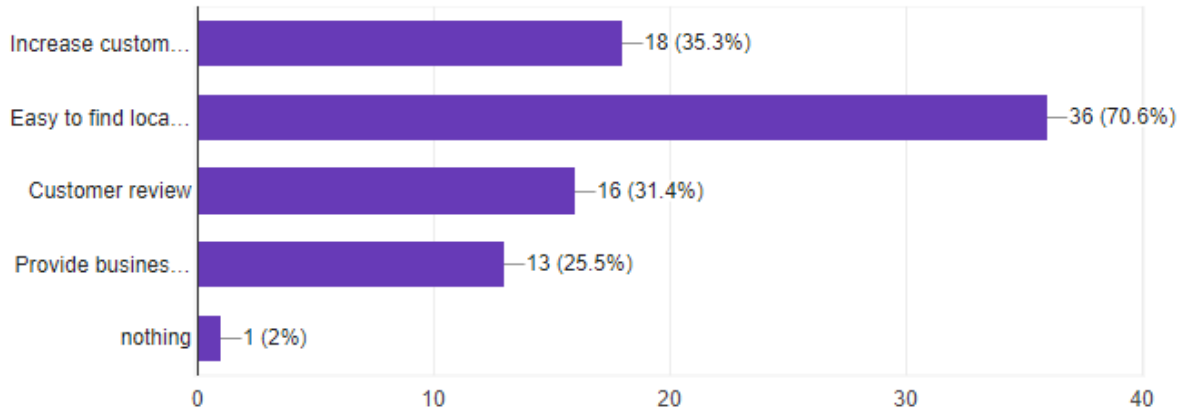
51 responses



Now a day's people are showing more interest on Internet. If people can find your business over internet it's create a huge impact on your business. From m survey 90.2 percent people says that it creates impact on their business. For example, Take out restaurant started their journey with a very small investment but with the very positive reviews and social impacts they are able to build a successful restaurant.

Choose any of the following option that has direct or indirect impact on your business.

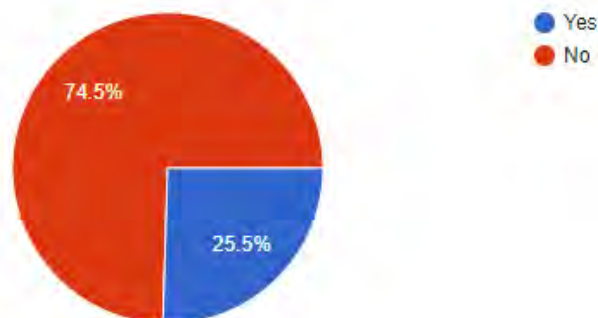
51 responses



Basically Google Map is used to find your location but now features are updated and people are getting benefited from different angles. You can easily find customer review, Business Information and so on. 70.6 percent of the people believe that it helps to find accurate location.

Do you face any struggle while using google map service (If yes proceed to next question)?

51 responses

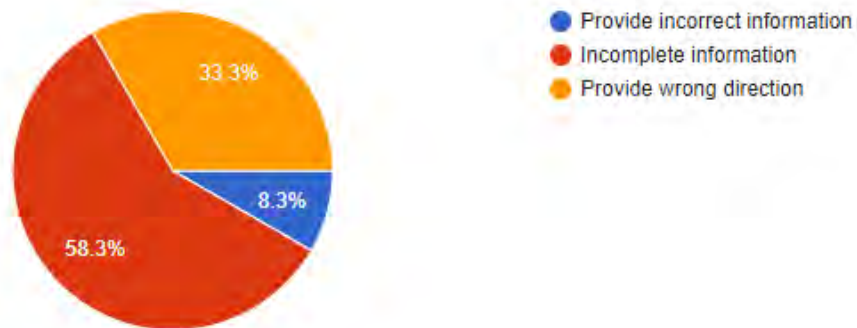




Sometimes technical problem can be happen. It's a very rare case. Some of the people say they are facing some problem while using Google map.

What are the struggles you face while taking the service(Skip the question if the ans of the previous ques was No).

12 responses



While taking service from the Google Map people are facing some problems. 58.3 percent people say that they face incomplete information .For example, a business provides its location and category but cannot provide contact information. Sometimes it's creating problem for customer to contact with the business. Wrong direction (8.3%) and incorrect information (33.3%) can create a problem for the business.

## Chapter 4: Completion

### Recommendation

- Advertisement through newspaper, radio or television can be an option for promoting Google Infill Project so that common people are aware of this project.
- For Google Infill project T-shirt with google logo should be provided to walker, it creates a positive attitudes among the shop owner when walker will stand in front of them.
- Walker can put Google Sticker on the shop so that QC and other people knows that this shop is included in Google Map.
- Sometimes Walker needs new plan but ops lead does not have the plan in hand. So they need to send a request for new plan. Sometimes it takes time and productivity go down.so the plan authorization should be given to local authority rather than outside of the country.
- Introducing Google water Navigation tools in Google map as a result it can bring a new era in our water dependency transportation system.

### Benefit & Implementation

- See boat Navigation Information
- Use a tool from Boat bookings to estimate your sailing time and cost using earth NC
- Reduce boat accident in extreme bad weather.
- Deliver weather forecast specially design for water transportation
- Time travel feature is very interesting feature of Google map that shows the changes of a particular place over the years but this feature is not available in Bangladesh. It should be introduced.
- Customer help line should be introduced as a part of establishing customer relationship.
- As it's a field based project Work, Company should be aware of employee satisfaction because if they are not satisfied with their work, they never give their best efforts.

### For ensure employee satisfaction they can try to:

- Respectful treatment of employees
- Compensation & pay ranked

- Ensure overall benefits
  - Ensure Job securities
  - Trust between employee & management
  - Employee relationship with their supervisor
  - Supervisor's respect for your ideas
  - Overall Corporate Culture
  - Career Development Opportunities
- It will be great if Google wallet service can be added with Google map because lots of businesses are directly and indirectly depends on Google map. Most of the people are not familiar with Google wallet in Bangladesh but they know Google as a trust worthy multinational brand. If Google Introduce payment method service along with Google map, they can take advantage because there is no direct online payment system in Bangladesh that can easily linked with your bank account and accessible in different sector.

#### **Advantage**

- It's free. No cost to either sender or receiver
- Send and receive money from a mobile device or desktop computer
- Available for both android & iOS
- Can send money to someone using just their email address, phone number or bank account.
- Keep track on your shared expenses.

#### **Implementation**

- Google Wallet has its own apps and websites but merge with Google map can create new opportunities in Bangladesh.
  - Targeted mass Communication
  - Available information & benefits should be provided for creating awareness.
- More survey is needed to forecast future expectation of customer for Google Infill Project.

## Conclusion

Google Infill Bangladesh is an excellent initiative of Google map to enrich its mapping service. Currently, they are very close to reach their goal of mapping Dhaka city and moving towards outside Dhaka. At this time Google infill Project Operates in 52 countries in the world but it is really amazing that this project in Bangladesh got the highest success rate (more than 65%). In other develop countries Google Operates hundreds of project. For the first time Google come in Bangladesh with the Google Infill Project. We will believe different types of new project will be announced in Bangladesh, so that the project can create an influence for the social development. As an intern, it was a great opportunity for me to be a part of this gigantic project. No doubt, this experience is going to add value to my career. I am thankful to my supervisor and my project manager without their support it couldn't be possible for me to carry out this journey.

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